



IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

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County of Placer

North Fork Vet Clinic Opens Expanded Facility

North Fork Veterinary Clinic recently celebrated 25 years in business with the opening of a new, expanded facility in North Auburn. Owners Tom and Sue Sheriff opened their first Auburn clinic in 1984; the new building, on Locksley Lane, opened in March.

"The veterinary clinic has gone from 1,300 to 3,900 square feet, so we have tripled the clinic space," Sheriff said. "The rest was added for extra services." The new building includes pet grooming and boarding facilities. "We actually have 'cat condos,' and we have Web cameras in place so people can log on and look at their animal in the kennel while they're on vacation," he said.

Sheriff has been working with animals since his job as a teenager as a kennel boy. He also worked on a sulky horse racing farm. In college, he knew exactly what he wanted to study. "My college career went right into medicine," he said. "My passion was medicine. Veterinary medicine became even more of a passion because I get to wear a lot of hats. I can be involved in many different areas of medicine and surgery without having to specialize." Sheriff graduated from Purdue University, married, and moved west. In Auburn, he worked at an existing vet clinic before opening his own business. Now, he focuses on internal medicine, dermatology, and soft-tissue surgery.

Two other veterinarians work at the clinic, Dr. Wes Dill and Dr. Laura Reich. Besides vets, the clinic's staff of 15 includes registered veterinary technicians, receptionists, and animal caretakers. Sue Sheriff is business manager.

The clinic treats dogs and cats, pocket pets – hamsters, rats, and mice – and rabbits. The

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Miltenyi Biotec Expands in Auburn

An Auburn biotech company that specializes in stem cell research is expanding at the Airport Industrial Park and will be adding jobs. Miltenyi Biotec, Inc., has purchased one of the buildings at the former Coherent campus. The 60,000-square-foot acquisition will triple the space for Miltenyi, which has been located at the airport for more than 10 years. Miltenyi has 50 employees in Auburn and another 50 scientists throughout the U.S.

"We're looking for a couple of scientists, a marketing person, a product manager, and some administrative (positions)," said Ira Marks, vice president and general manager.

The Auburn's parent company, located in Germany, has more than a thousand employees worldwide. The Auburn firm operates independently and handles laboratory work and marketing of biotech products. "The company manufactures equipment that enables scientists to do research, working with human adult stem cells, not embryonic stem cells," Marks said. One of the accounts is University of California, Davis, which also provides some of the firm's technical people, added Dr. Kirt Braun, head of marketing for Miltenyi in Auburn.

Marks described Miltenyi as one of the largest biotech firms in the Sacramento area, with more than 1,000 products and 10,000 customers in the U.S. and Canada. He said he expects to move into the new space by the end of the year. The company plans significant renovations and is in the permit process with the city of Auburn. "One of the reasons we're moving is because we need a more state-of-the-art laboratory than we have," Marks said.

from an Auburn Journal article by Gloria Young

Redevelopment Helps with Infrastructure

Placer County's Redevelopment Agency is actively assisting numerous economic revitalization efforts in its three separate Redevelopment Project Areas – Sunset Industrial, North Auburn, and North Lake Tahoe. A basic role the agency plays in stimulating private investment and improving needy areas is to finance, manage, and support infrastructure improvement projects. A common problem in Redevelopment Project Areas is that private improvements are stymied because infrastructure deficiencies are so extensive and their fixes so costly that it becomes impracticable for private development projects to proceed. The redevelopment agency has assisted with a variety of infrastructure improvements, some of which are described below.

Sunset Industrial Project Area

Sunset Boulevard/Highway 65 Interchange – the RDA has contributed \$2.5 million to this major transportation improvement now in construction. It will provide significant safety and traffic capacity improvements for the area.

Fire Station Expansion – the RDA has budgeted \$1 million to assist the expansion of the fire station on Athens Drive. This project will provide added capacity and improve service for the expanding industrial area.

Flood Control – the RDA has budgeted \$500,000 to match state and federal funds earmarked for flood control improvements, which are planned to use existing rice farms to hold flood water and remove current requirements for new developments to install expensive flood control facilities on site.

North Auburn Project Area

Sewer System Upgrade – the RDA has contributed \$2 million to improve the sewer siphon and lift station serving much of the Bowman and North Auburn area. The project is now in construction and will provide a much needed upgrade for the system.

Highway 49 Improvements – the RDA is contributing almost \$7 million total for three separate projects that are improving traffic safety and circulation, upgrading utilities and providing new sidewalks, landscaping and other beautification improvements in the North Auburn Highway 49 corridor. The improvements are being funded and installed to assist numerous significant commercial development projects in the area, including the new Auburn Plaza Shopping Center, new Home Depot, and overhaul of Rock Creek Plaza.





Production Location Managers Tour Placer County

In anticipation of the new California film tax credit, which aims to retain productions in the state, the Placer-Lake Tahoe Film Office recently hosted six prominent location managers on a tour of Placer County. The two-and-a-half-day event acquainted the guests with film-friendly locations that were unique, diverse, and iconic. Highlights included Lincoln's Gladding McBean, the country's oldest terra cotta factory; the rural back roads of Sheridan, that match needs for Midwest scenes; the Frank Gehry-designed complex of the William Jessup University in Rocklin; and Norman Rockwell-like and historic streetscapes such as Old Roseville, Auburn, and Dutch Flat. Interspersed with these sites were private properties that have strong appeal to production companies: one, on the American River Middle Fork, with a class IV rapid and a tunnel the river flows through; another, a 400-acre property in Tahoe with its own private lake, 800-foot cliffs, and parking for more than a hundred vehicles – a key consideration for productions. The group had

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Labor-intensive Egg Farm Produces More Healthful Eggs

An egg is an egg is an egg – right? No, says Tim Cheney owner with his family of CC Family Farm, in Penryn. Eggs from pasture-raised chickens, like those at CC, have fewer calories, less cholesterol, fewer carbohydrates, less saturated fat, and more Omega3 and vitamin A. “From a health perspective, this is huge!” Cheney said. “Most poultry is fed corn, that drives up Omega 6, which directly makes the bad cholesterol in your blood stream rise significantly. And pasture-raised chicken eggs taste better and are better for baking.”

Fourth generation egg farmers, the family got into the egg business in the 1940s in southern California. “In those days, they had over 20,000 chickens,” Cheney said. “We deal with much smaller flocks now and handle things very differently. But we have the same passion for a quality product.” Helpers on the farm include Cheney's wife and two children and his parents. Cheney's sister and her husband help with deliveries.

The chickens, acquired when they are one day old, start to lay eggs when they are four to six months old. They live in protective houses at night and at first light are let out on the pasture, where they have unrestricted access to pasture land that has grass. “We are definitely pasture-raised and very proud of how we have set this up. American Pasture Poultry Producers Association defines what pasture raised is, and they were actually consulted in our pasture design.”

All chickens aren't raised this way, Cheney noted, because this method is extremely labor intensive and much more expensive. “Very few chicken farms use a true pasture-raised system. And that makes our effort here unique. Our operating philosophy is to always stay consistent and to educate folks about the tremendous health benefits of grass-fed chickens.”

Organic certification for CC Family Farm is pending. For more information or to schedule a tour of the farm, call (916) 663-1630 or visit <http://penrynfarm.com>

Tahoe City Downtown Association Looks Ahead with Hope

As I write this article I cannot help but feel optimistic. Amidst an onslaught of grim reports on our national economy and nation's perils, Tahoe City merchants, residents, and property owners have responded with inspiring resilience and creative strategies, which have kept people coming – and spending – in town.

Now in our fifth year, Tahoe City Downtown Association (TCDA) finds itself aligned at an ideal crossroads where mature vision for the future meets youthful exuberance and confidence. As a young executive director new to the Main Street program, I'm constantly honing the model for downtown revitalization to fit the North Shore of Lake Tahoe, and am continually amazed how well our volunteer board of directors and dedicated membership have taken to these efforts.

Whether through our enhanced online and collaborative marketing initiatives; our focus on a stable funding mechanism through membership level restructuring; our continued promotion, growth, and enhancement of downtown events and programs; or our alignment within the heritage tourism industry with the launch of the Tahoe City Historic Walking Tour and collaboration with the Lake Tahoe Historical Society on the celebration of the Watson Cabin Centennial, we remain committed to a Main Street structure designed to reinvigorate the downtown corridor through new and repeat visitation.

A report earlier this year from the Institute for Local Self-Reliance indicated that independently owned businesses outperformed national chains during the 2009 holiday season. A statistic we at the TCDA witnessed first hand this season when our Holiday Shop Local Program (in collaboration with the North Tahoe Business Assoc.) verified reinvestment of more than \$30,000 at local, participating retail locations.

It is proven community investments like those witnessed during our 2009 Holiday Shop Local campaign and the more than

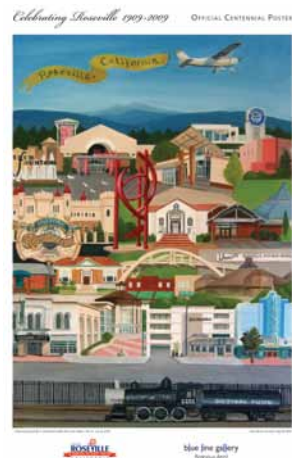
\$20,000 donated to keep Tahoe City's 4th of July Fireworks and Concerts on Commons Beach going strong this summer that drive my optimism.

For the last five years, our mission has been to promote a vibrant and prosperous commercial and social center for residents of and visitors to Tahoe City. We have talked, surveyed, and most importantly, listened to what property owners and merchants consider necessary to establish and sustain a healthy downtown community.

If you haven't taken “a trip back to the lake” this summer, head over the summit to Tahoe City for some ol' fashion fun that's easy on the wallet and exciting for every member of the family.

Remember to “pedal there” when you can, and see you at the beach!

**Justin Broglio, Executive Director
Tahoe City Downtown Association**



a time capsule burial, and a video-a-month project called Roseville's 100 Moments in History. This, the official Roseville Centennial Poster was reproduced from an original acrylic painting by artist Veronika Nagy. The collage image of recognizable and nostalgic Roseville landmarks, old and new, is reproduced as a 24 x 18 inch-print with poster border. As the last official act by the City's Centennial Committee, the image was selected from among 40 artists' originals at the Blue Line Gallery's “Celebrating Roseville” exhibit. The poster is available at Blue Line Gallery for \$15 at the Blue Line Gallery, located at 409 Vernon St., Roseville. For details, call (916) 783-4117.



New Business Briefs

Borges Architectural Group, Inc. & Polycomp Administrative Services Inc. – received \$23,760 and \$73,500 in training grants from the California Employment Training Panel. www.etp.ca.gov

C&E Auburn V-Twin, Inc. – held a grand opening of their full-service parts & service center featuring Harley-Davidson certified mechanics, on 12075 Locksley Lane in North Auburn.

Colfax Wine Tour – Elan Vitkoff offers monthly tours of local wineries in the Colfax Area. Call 530-305-4050 or visit www.colfaxwinetour.com for more information.

Folsom Lake Bank – has opened its first branch in Roseville at 2233 Douglas Boulevard to serve existing customers in Roseville & Granite Bay. www.folsomlakebank.com

Kandy's Barbershop – Felicia DeProsper is the new owner of the former Andy's Barbershop on 211 Palm Avenue in Auburn. Call 530-885-5292 to schedule a buzz cut.

Legends on Lincoln – held its grand opening at 839 Lincoln Way in Downtown Auburn selling clothing, linens, jewelry & gift items. www.legendsonlincoln.com

Oggy Performance – Paul Ogburn is servicing the Harley-Davidson motorcycles of his loyal customers at his new shop in Foresthill off Foresthill Road.

Rack-Tie Inc. of Auburn – local inventor Mark Inman has teamed with Mike Bast to develop a Rack-Tie that secures items for truck transport. www.rack-tie.com

Royal Thai Restaurant – held a grand opening at 891 Lincoln Way in Downtown Auburn and is now serving in an upscale atmosphere featuring an excellent wine list. Call 530-888-8086 for reservations.

SureWest Communications – launched a new video service known as Microsoft Internet Protocol TV, expected to be available to customers by the end of the year. www.surewest.com

Taco Bell – opens a new location at 1895 Auburn Ravine Road in the Bowman Area of North Auburn, presenting a check for \$25,000 in the process to the Auburn Boys & Girls Club. www.tacobell.com

Tahoe RF Semiconductor Inc. – has received DOD security clearance and is now an accredited trusted supplier of custom microelectronic chips, opening up a whole new class of customers. www.tahoerf.com

Visionapp AG - of Auburn developed OpsQuick, a new product for installing computer operating systems. www.visionapp.com



Drexel Digest

Drexel Participates in New GI Bill Program

Thanks to the new GI Bill's Yellow Ribbon Program, eligible veterans will be able to take classes and receive degrees from Drexel University's Sacramento Center for free. The new tuition scholarship program will benefit military veterans who have served since the September 11, 2001 terrorist attacks. The program also

allows vets to receive a living stipend of approximately \$1,700 per month. There is no cap on the number of veterans that may enroll. Congress authorized the Yellow Ribbon Program under the Post-9/11 Veterans Educational Assistance Act of 2008. The program took effect on August 1, 2009 and is the most extensive educational assistance authorized since the original GI Bill was signed into law in 1944.

Fellowships, Scholarships, and Grants

Drexel has created a variety of tuition assistance programs that are only available in Sacramento, enhancing the region's existing leadership initiatives and supporting working professionals on the way up their career ladder. These include Sacramento Leadership Fellowships, the Constantine Papadakis Public Service Fellowships, Bridge to the Future Grants, Hispanic Chamber Master's Grant, Rocklin Leadership Fellowships, Roseville Chamber Leadership Fellowships, Sacramento Metro Chamber Leadership Fellowships, SARTA Leadership Grants, and other programs. For more information contact Nancy Thompson, Director of Recruitment, at 916-325-4602, Thompson@drexel.edu or visit www.drexel.edu/sacramento.

Production Location Managers Tour Placer County

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a chance to scout lake-front homes from a classic wooden boat on Lake Tahoe and received a VIP tour of the Cal-Neva Casino and Resort.

“We were very fortunate to have some of the hardest-working location managers in show business on this trip,” explained Beverly Lewis, Placer-Lake Tahoe Film Office director. The guests included Bill Doyle (“The Curious Case of Benjamin Button”), Nancy Haecker (“Into the Wild,” “House”), John Johnston (“24”), Chris Bonnem (“He's Just Not That Into You”), Jeff Chandler (“Drop Dead Air,” “West Wing”), and Chris Miller (“Little Miss Sunshine”).

“We selected location managers who have worked on successful films in the target range of the state film tax credit, which leaves out those budgeted for more than \$75 million,” said Lewis. “These professionals work from production to production, and one never knows when they'll be on a show that has something we can offer. And they saw that it's not just fabulous locations we can offer here in Placer County.”

Lewis noted that a number of Placer County businesses generously sponsored meals and lodgings for the tour, including Courtyard by Marriott-Galleria, the Resort at Squaw Creek, Paul Martin's American Bistro, and Mary Belle's Restaurant.

For more about Placer-Lake Tahoe Film Office, call (530) 889-4091 or visit www.placer.ca.gov/films

**–Beverly Lewis, Director,
Placer-Lake Tahoe Film Office
www.placer.ca.gov/films**

North Fork Vet Clinic Opens Expanded Facility

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vets also treat the chimpanzees from Lille's Performing Chimps in Auburn and large non-domestic cats from Wild About Cats, an Auburn nonprofit. And Dr. Reich treats cats at The Cat House, Auburn Area Animal Rescue Foundation's facility for homeless felines.

What's Sheriff's favorite type of animal to treat? “Friendly. That's my favorite – the friendly ones,” he said.

For more information call North Fork Veterinary Clinic at (530) 888-8788.

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Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to ensure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS. To receive our next quarterly Calendar of Events, please send a self-addressed stamped envelope to California Welcome Center, 13411 Lincoln Way, Auburn, CA 95603.

Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 823-6183 or visit www.foothillfarmersmarket.com/

September

- **September 4: Pianist Rudolf Budginas**, a musical prodigy who debuted with the Lithuanian National Symphony at age nine, trained at Moscow Conservatory, and rose to international fame as a solo artist. A Community Concert Assn. presentation, 7:30 p.m. at Placer High Theatre, Auburn. For details, call (916) 652-5594 or visit www.auburncommunityconcerts.org.
- **September 9 - 13: North Tahoe Plein Air 2009**. Thirty-eight artists painting on location throughout the North Lake Tahoe area for three days. A public exhibit and sale of the paintings held Saturday, September 12, 12 noon to 7 p.m. & Sunday September 13, 11 a.m. to 4 p.m. At the Village at Northstar. For details, call (530) 581-2787. or visit www.northtahoearts.com.
- **September 10: Jazz at 808**, world-class jazz presented in an intimate setting. 7 - 9:30 p.m. at the Arts Building, in Auburn. For details, call (530) 885-5670 or visit www.placerarts.org.
- **September 11 - 13: 24th Annual Lake Tahoe Autumn Food & Wine Festival**. Celebrity chefs, wine educators, Grand Tasting and Culinary Competition, live auction. At the Village at Northstar. For details, call (888) 229-2193 or visit www.tahoefoodandwine.com.
- **September 19: 16th Annual Rocklin's Hot Chili & Cool Cars**. Classic car show, chili cook off, kids' fun area, crafts, business showcase, live entertainment by the Dave Russell band. For details, call Rocklin Chamber of Commerce at (916) 624-2548 or visit www.rocklinchamber.com.
- **September 19: Summer-Fall American River Clean-Up**. Volunteers meet at 8 a.m. at the American River Confluence to help clear trash from the American River Confluence Parkway. Special Confluence Historic Bridges and Nature Walk begins at 9:30 a.m. For details, call (530) 885-8878 or visit Protect American River Canyons at www.parc-auburn.org.
- **September 26: Annual Food Bazaar**, at the Placer Buddhist Church at 3192 Boyington Road, Penryn from 10 a.m. to 5 p.m., Japanese Kimono and Ikebana displays, Taiko Drum demonstrations at 10:30 a.m. & 3 p.m. and Sierra Bonsai Club demonstration by Hiro Matsuda at 2 p.m. For more information call (916) 652-6139.
- **September 26: Tahoe Sierra Century Bike Ride**. The Tahoe Sierra Century Ride has earned praise for its scenic routes, challenging hill climbs (60 and 100 mile routes), full support services, great food and incredible music. For more information visit www.thevillageatsquaw.com or call (530) 584-6266.

October

- **October 2 - 4: Fall Home Show**. More than 1,000 exhibits showcasing the newest products and services for homeowners; garden and landscape displays created in natural, park-like settings.

Gold Country Fairgrounds, Auburn. For details, call (530) 887-3616 or visit www.auburnhomeshows.com

- **October 4: Northstar-at-Tahoe Downhill Mountain Bike Race**. Northstar Resort's downhill terrain offers the perfect venue for this tooth rattling, downhill challenge. Over 20 divisions for men, women and juniors, beginner through open class. For details please visit www.northstarattahoe.com or call 1-800-GO-NORTH.
- **October 4: Full Moon Hike**. Experience the Tahoe Rim Trail in a whole new light with full moon hikes led by experienced hike leaders. Expect casually paced hikes for all ages. Space is limited; please call the TRTA office at (775) 298-0012 or email katyw@tahoerimtrail.org to reserve your spot.
- **October 4 - 6: Loomis Eggplant Festival 2009**. The town takes on a purple hue as it celebrates eggplant in all forms. Family-oriented festivities include a cooking contest, musical entertainment, food vendors, and fun. For details, call (916) 652-7252 or visit www.visitcwc.com/destinations/auburn/events.php.
- **October 10: Passport to Dining**, a celebration of the food, wine, and beer of the Lake Tahoe region. Raffle, auction, live music. 7 to 10 p.m., at the North Tahoe Event Center, Kings Beach. For details, call the North Tahoe Business Association at (530) 546-9000 or visit www.northtahoebusiness.org.

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